



For Immediate Release

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Minneapolis, MN. — The *A Breath of Hope Lung Foundation* announces the launch of a new global lung cancer patient learning resource at www.youandlungcancer.com called, *Common Biomarkers: Understanding Your Mutation*. This resource provides lung cancer patients with an improved understanding of common NSCLC (non-small cell lung cancer) biomarkers and available targeted therapies for the best achievable lung cancer patient outcomes.

A Breath of Hope Lung Foundation (ABOH), a 501(c)(3) nonprofit organization based in Wayzata, Minnesota, fights for improved lung cancer survival by funding research, educating the public for earlier detection, and supporting patients and families with services and education.

ABOH's **Animated Patient's Guide to Lung Cancer** found at www.YouAndLungCancer.com is a comprehensive, highly visual, health literacy-appropriate, outcomes-focused lung cancer patient resource that was designed to help patients learn enough to participate in decisions about their care for improved outcomes. The newest learning module, **Common Biomarkers: Understanding Your Mutation**, empowers patients with tumor biomarkers to understand their unique cancer and their options. Precision medicine and therapies that target unique tumor characteristics is one of the big success stories in today's lung cancer field.

Since its inception in November of 2017, A Breath of Hope's literacy-based online patient education resource has drawn 1.4 million visits from 130 countries. Based on surveys, most visitors are patients and caregivers, with the next leading visitor group being providers. This patient education resource is designed to overcome common patient literacy challenges and provides easy-to-understand education for differing learning styles.

Today, we are thrilled to offer lung cancer patients worldwide a chance to better understand precision medicine and specifically, their own tumor's mutations and treatment options. This new module provides a deep dive into understanding the importance of precision medicine, biomarker testing, common biomarkers, and the many targeted therapies available today.

Precision medicine is leading the way for improved lung cancer patient outcomes and a climbing survival rate. The current five-year survival rate of lung cancer is 26.6%. Lung cancer remains the leading cause of cancer death in our country.